

FACT-FILE

Gifts and Bequests to 70 Colleges and Universities in 1978-79 and 3-Year Averages

1979 Rank	Institution	1978-79	3-year average 1976-77 - 1978-79
Larger colleges and universities			
1.	Harvard University	\$67,003,000	\$65,172,000
2.	Stanford University	64,514,000	58,371,000
3.	Yale University	57,300,000	43,678,000
4.	Cornell University	38,401,000	33,023,000
5.	U. of Southern California	37,956,000	36,082,000
6.	University of Minnesota	37,847,000	34,912,000
7.	Columbia University	37,692,000	39,800,000
8.	University of Michigan	37,594,000	31,024,000
9.	Dartmouth College	36,849,000	23,694,000
10.	University of Pennsylvania	35,742,000	33,218,000
11.	Massachusetts Inst. of Technology	33,943,000	30,725,000
12.	Case Western Reserve University	33,232,000	30,103,000
13.	University of Chicago	30,262,000	31,368,000
14.	Johns Hopkins University and Hospital	28,442,000	26,473,000
15.	Northwestern University	24,669,000	22,980,000
16.	New York University	24,545,000	23,139,000
17.	Princeton University	24,118,000	23,177,000
18.	University of Illinois	23,748,000	21,857,000
19.	University of California, Los Angeles	23,110,000	22,591,000
20.	Vanderbilt University	15,622,000	13,371,000
21.	University of Notre Dame	15,472,000	14,979,000
22.	University of California, Berkeley	14,702,000	14,288,000
23.	University of Iowa	14,169,000	11,510,000
24.	Loyola University of Chicago	12,756,000	11,431,000
25.	Southern Methodist University	12,426,000	11,189,000
26.	Brown University	12,053,000	9,875,000
27.	Ohio State University	11,740,000	11,228,000
28.	Tulane University	11,467,000	10,593,000
29.	University of California, San Francisco	9,768,000	8,679,000
30.	University of California, San Diego	8,956,000	6,289,000
31.	Georgetown University	7,250,000	7,938,000
32.	University of California, Davis	6,497,000	6,109,000
33.	Lehigh University	6,445,000	6,851,000
34.	Carnegie-Mellon University	6,351,000	5,859,000
35.	University of Cincinnati	5,947,000	5,635,000
36.	Rutgers University	1,265,000	4,001,000
37.	University of California, Irvine	1,203,000	1,799,000
38.	University of California, Santa Barbara	1,167,000	1,178,000

1979 Rank	Institution	1978-79	3-year average 1976-77 - 1978-79
Larger colleges and universities (continued)			
39.	University of California, Riverside	987,000	1,303,000
40.	University of California, Santa Cruz	753,000	619,000
Total for 40 institutions		\$875,002,000	\$797,313,000
Smaller colleges and universities			
1.	Pomona College	9,823,000	7,812,000
2.	Williams College	7,255,000	7,364,000
3.	Wabash College	6,984,000	6,989,000
4.	Stevens Institute of Technology	6,100,000	3,321,000
5.	Vassar College	4,731,000	4,870,000
6.	Bucknell University	3,934,000	2,894,000
7.	Davidson College	3,134,000	2,930,000
8.	Oberlin College	2,790,000	3,559,000
9.	Wesleyan University	2,652,000	2,021,000
10.	Middlebury College	2,509,000	2,111,000
11.	Trinity College, Connecticut	2,471,000	2,427,000
12.	College of the Holy Cross	2,409,000	2,166,000
13.	Bowdoin College	2,357,000	2,932,000
14.	Carleton College	2,112,000	3,201,000
15.	Beloit College	2,046,000	1,702,000
16.	Haverford College	1,983,000	3,309,000
17.	Lafayette College	1,971,000	2,384,000
18.	Antioch College	1,943,000	1,589,000
19.	Hobart & William Smith Colleges	1,821,000	2,172,000
20.	Hampton Institute	1,336,000	1,843,000
21.	Colby College	1,278,000	1,970,000
Total for 21 institutions		\$71,639,000	\$69,566,000
Women's colleges			
1.	Smith College	\$11,050,000	\$ 9,970,000
2.	Wellesley College	8,621,000	8,317,000
3.	Mount Holyoke	5,109,000	5,167,000
4.	Bryn Mawr College	4,098,000	4,019,000
5.	Radcliffe College	3,820,000	2,295,000
6.	Barnard College	2,679,000	1,842,000
7.	Mills College	2,343,000	2,027,000
8.	Goucher College	1,301,000	1,294,000
9.	Trinity College (D.C.)	567,000	711,000
Total for 9 institutions		\$39,688,000	\$35,642,000

SOURCE: BRAKELEY, JOHN PRICE JONES INC.

FACT-FILE

Percentage of Faculty Members with Tenure, 1979-80

Public Institutions

	Universities			Other four-year institutions			Two-year institutions			All institutions		
	1978-79	1979-80	Per cent change	1978-79	1979-80	Per cent change	1978-79	1979-80	Per cent change	1978-79	1979-80	Per cent change
Professors	96.9%	96.9%	+0.0%	95.6%	96.0%	+0.4%	95.1%	96.0%	+0.9%	96.3%	96.5%	+0.2%
Men	97.0%	97.0%	+0.0%	95.5%	96.1%	+0.6%	95.3%	95.9%	+0.6%	96.4%	96.6%	+0.2%
Women	94.4%	95.4%	+1.0%	96.1%	95.1%	-1.0%	94.2%	96.6%	+2.4%	95.2%	95.4%	+0.2%
Associate professors	85.6%	86.3%	+0.7%	83.8%	83.8%	+0.0%	87.9%	89.3%	+1.4%	85.0%	85.5%	+0.5%
Men	85.6%	86.4%	+0.6%	84.1%	84.3%	+0.2%	88.7%	89.5%	+0.8%	85.3%	85.7%	+0.4%
Women	84.4%	85.4%	+1.0%	82.5%	81.9%	-0.6%	85.9%	88.8%	+2.9%	83.8%	84.4%	+0.6%
Assistant professors	19.1%	19.5%	+0.4%	38.5%	37.9%	-0.6%	56.3%	58.0%	+1.7%	33.0%	33.0%	+0.0%
Men	17.2%	17.2%	+0.0%	37.5%	37.0%	-0.5%	57.5%	59.1%	+1.2%	33.4%	33.1%	-0.3%
Women	23.8%	25.0%	+1.2%	40.4%	39.6%	-0.8%	53.7%	56.2%	+2.5%	36.4%	36.9%	+0.5%
Instructors	7.0%	7.2%	+0.2%	11.6%	11.2%	-0.4%	18.4%	23.8%	+5.4%	11.9%	13.0%	+1.1%
Men	6.4%	6.7%	+0.3%	12.3%	11.9%	-0.4%	20.9%	26.0%	+5.1%	12.7%	13.8%	+1.1%
Women	7.5%	7.6%	+0.1%	10.9%	10.7%	-0.2%	15.9%	21.6%	+5.7%	11.1%	12.2%	+1.1%
Lecturers	3.3%	10.0%	+6.7%	0.6%	0.9%	+0.3%	5.6%	6.3%	+0.7%	2.4%	6.8%	+4.4%
Men	4.1%	11.0%	+6.9%	1.0%	1.2%	+0.2%	6.1%	10.3%	+4.2%	3.0%	7.7%	+4.7%
Women	2.3%	8.7%	+6.4%	0.2%	0.5%	+0.3%	5.3%	2.9%	-2.4%	1.6%	5.7%	+4.1%
No academic rank	1.8%	2.0%	+0.2%	11.0%	11.7%	+0.7%	80.7%	81.8%	+1.1%	78.3%	79.3%	+1.0%
Men	2.6%	2.8%	+0.2%	13.2%	13.9%	+0.7%	83.8%	84.3%	+0.5%	81.4%	81.8%	+0.4%
Women	0.0%	0.0%	+0.0%	7.7%	8.1%	+0.4%	74.2%	76.4%	+2.2%	71.9%	74.1%	+2.2%
All ranks	64.6%	65.6%	+1.0%	61.9%	62.8%	+0.9%	72.0%	74.1%	+2.1%	65.1%	66.3%	+1.2%
Men	69.8%	70.6%	+0.8%	67.2%	68.3%	+1.1%	76.3%	77.9%	+1.6%	70.0%	71.1%	+1.1%
Women	41.5%	43.6%	+2.1%	47.1%	47.5%	+0.4%	63.6%	67.1%	+3.5%	50.2%	51.9%	+1.7%

Private Institutions

	Universities			Other four-year institutions			Two-year institutions			All institutions		
	1978-79	1979-80	Per cent change	1978-79	1979-80	Per cent change	1978-79	1979-80	Per cent change	1978-79	1979-80	Per cent change
Professors	96.3%	96.9%	+0.6%	93.3%	93.4%	+0.1%	91.4%	92.9%	+1.5%	94.5%	94.8%	+0.3%
Men	96.3%	97.0%	+0.7%	93.5%	93.7%	+0.2%	92.1%	93.9%	+1.8%	94.7%	95.1%	+0.4%
Women	96.4%	95.4%	-1.0%	91.8%	90.9%	-0.9%	88.9%	89.7%	+0.8%	93.0%	92.0%	-1.0%
Associate professors	74.2%	75.6%	+1.4%	77.7%	76.9%	-0.8%	80.9%	80.1%	-0.8%	76.6%	76.5%	-0.1%
Men	74.1%	75.9%	+1.8%	78.4%	77.3%	-1.1%	83.2%	86.3%	+3.1%	77.0%	76.9%	-0.1%
Women	74.5%	74.1%	-0.4%	74.9%	75.0%	+0.1%	76.4%	70.0%	-6.4%	74.8%	74.7%	-0.1%
Assistant professors	13.0%	13.3%	+0.3%	22.7%	21.5%	-1.2%	30.6%	37.8%	+7.2%	19.9%	19.3%	-0.6%
Men	12.4%	13.1%	+0.7%	22.2%	21.3%	-0.9%	37.4%	42.1%	+4.7%	19.3%	19.0%	-0.3%
Women	14.3%	13.8%	-0.5%	23.8%	21.9%	-1.9%	23.5%	32.1%	+8.6%	21.2%	19.9%	-1.3%
Instructors	3.6%	3.9%	+0.3%	2.9%	2.6%	-0.3%	7.0%	8.6%	+1.6%	3.2%	3.1%	-0.1%
Men	4.9%	5.5%	+0.6%	3.3%	2.7%	-0.6%	6.5%	7.5%	+1.0%	3.7%	3.4%	-0.3%
Women	2.4%	2.5%	+0.1%	2.5%	2.4%	-0.1%	7.4%	9.7%	+2.3%	2.7%	2.7%	+0.0%
Lecturers	2.6%	2.7%	+0.1%	0.5%	0.4%	-0.1%	0.0%	0.0%	+0.0%	1.8%	1.9%	+0.1%
Men	2.6%	2.9%	+0.3%	1.0%	0.8%	-0.2%	0.0%	0.0%	+0.0%	2.1%	2.2%	+0.1%
Women	2.6%	2.3%	-0.3%	0.0%	0.0%	+0.0%	0.0%	0.0%	+0.0%	1.5%	1.4%	-0.1%
No academic rank	0.0%	0.0%	+0.0%	35.9%	34.6%	-1.3%	51.5%	50.2%	-1.3%	35.6%	34.3%	-1.3%
Men	0.0%	0.0%	+0.0%	38.9%	36.7%	-2.2%	56.2%	56.8%	+0.6%	38.3%	36.6%	-2.2%
Women	0.0%	0.0%	+0.0%	30.6%	31.0%	+0.6%	44.9%	41.9%	-3.0%	30.5%	30.7%	+0.2%
All ranks	59.6%	60.6%	+1.0%	54.7%	54.5%	-0.2%	46.5%	47.8%	+1.3%	56.1%	56.3%	+0.2%
Men	65.2%	66.4%	+1.2%	60.3%	60.4%	+0.1%	54.1%	55.2%	+1.1%	61.9%	62.4%	+0.5%
Women	35.4%	35.9%	+0.5%	38.5%	37.9%	-0.6%	36.1%	37.9%	+1.8%	37.6%	37.4%	-0.2%

All Institutions

	Universities			Other four-year institutions			Two-year institutions			All institutions		
	1978-79	1979-80	Per cent change	1978-79	1979-80	Per cent change	1978-79	1979-80	Per cent change	1978-79	1979-80	Per cent change
Professors	96.7%	96.9%	+0.2%	94.6%	94.9%	+0.3%	94.9%	95.9%	+1.0%	95.8%	96.0%	+0.2%
Men	96.8%	97.0%	+0.2%	94.7%	95.1%	+0.4%	95.2%	95.8%	+0.6%	95.9%	96.2%	+0.3%
Women	94.9%	95.4%	+0.5%	94.3%	93.4%	-0.9%	93.9%	96.2%	+2.3%	94.5%	94.4%	-0.1%
Associate professors	83.1%	83.9%	+0.8%	81.5%	81.2%	-0.3%	87.6%	89.0%	+1.4%	82.7%	82.9%	+0.2%
Men	83.3%	84.1%	+0.8%	82.0%	81.7%	-0.3%	88.5%	89.4%	+0.9%	83.0%	83.3%	+0.3%
Women	82.0%	82.7%	+0.7%	79.5%	79.2%	-0.3%	85.5%	88.0%	+2.5%	81.1%	81.5%	+0.4%
Assistant professors	17.7%	18.0%	+0.3%	32.4%	31.5%	-0.9%	55.4%	57.3%	+1.9%	29.1%	28.9%	-0.2%
Men	16.1%	16.2%	+0.1%	30.9%	30.9%	-0.7%	57.3%	58.6%	+1.3%	27.8%	27.5%	-0.3%
Women	21.5%	22.2%	+0.7%	34.0%	32.7%	-1.3%	52.2%	55.3%	+3.1%	31.9%	31.7%	-0.2%
Instructors	6.3%	6.5%	+0.2%	8.4%	7.9%	-0.5%	17.7%	22.8%	+5.1%	9.5%	10.2%	+0.7%
Men	6.1%	6.4%	+0.3%	8.9%	8.3%	-0.6%	20.0%	24.8%	+4.8%	10.2%	10.8%	+0.6%
Women	6.5%	6.5%	+0.0%	7.9%	7.6%	-0.3%	15.3%	20.8%	+5.5%	8.8%	9.6%	+0.8%
Lecturers	3.2%	8.6%	+5.4%	0.6%	0.8%	+0.2%	5.1%	5.7%	+0.6%	2.3%	5.9%	+3.6%
Men	3.8%	9.4%	+5.6%	1.0%	1.1%	+0.1%	6.1%	10.3%	+4.2%	2.9%	6.7%	+3.8%
Women	2.4%	7.6%	+5.2%	0.2%	0.4%	+0.2%	4.4%	2.4%	-2.0%	1.6%	4.9%	+3.3%
No academic rank	1.1%	1.2%	+0.1%	28.7%	28.0%	-0.7%	80.0%	81.0%	+1.0%	75.6%	76.3%	+0.7%
Men	1.7%	1.8%	+0.1%	31.7%	30.2%	-1.5%	83.3%	83.8%	+0.5%	78.9%	79.1%	+0.2%
Women	0.0%	0.0%	+0.0%	23.4%	24.2%	+0.8%	73.3%	75.3%	+2.0%	68.8%	70.7%	+1.9%
All ranks	63.4%	64.4%	+1.0%	59.1%	59.5%	+0.4%	71.1%	73.3%	+2.2%	62.7%	63.6%	+0.9%
Men	68.7%	69.7%	+1.0%	64.6%	65.3%	+0.7%	75.7%	77.2%	+1.5%	67.8%	68.7%	+0.9%
Women	40.0%	41.7%	+1.7%	43.8%	43.8%	+0.0%	62.5%	65.8%	+3.3%	46.8%	48.0%	+1.2%

NOTE: These are preliminary data based on a 70.3 per cent response. Some major systems, including State University of New York, City University of New York, and California State University and Colleges, are not included.

SOURCE: NATIONAL CENTER FOR EDUCATION STATISTICS

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News Summary

Articles on inside pages

Negotiations with faculty unions have been broken off at more than a dozen private colleges following the Supreme Court's *Yeshiva* decision. Story on Page 3.

Faculty members at the University of California at Berkeley have voted against union representation. Story on Page 3.

Several state legislatures and university governing boards have moved to bar or restrict enrollment of Iranian college students. Story on Page 5.

Motivation may help explain increases reported in the Scholastic Aptitude Test scores of students attending "coaching" schools, says the exam's publisher. Story on Page 4.

A federal judge says residence-hall assistants are not covered by U. S. minimum-wage laws. Story on Page 4.

The food-industry ties of members of a National Academy of Sciences panel have led critics to question the accuracy of its report on nutrition. Story on Page 8.

The federal government should encourage college administrators to take more local initiative to enforce anti-bias laws, a study says. Story on Page 11.

Controversy over a Congressional budget resolution is holding up action on many bills important to colleges. Story on Page 11.

Student protests in South Africa have produced serious racial disturbances. Story on Page 13.

Ideological conflicts in Israel are beginning to be reflected in the activities of student political groups. Story on Page 13.

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200 Small Colleges Could Close in the 1980's, U.S. Report Says

Total enrollment is expected to peak next fall at 11.7 million, then slip to 11 million by 1988

By Jack Magarrell

WASHINGTON

The decline in the number of college-age Americans may force as many as 200 small, private, liberal-arts institutions to close their doors in the 1980's, government statisticians believe.

In the 1980 edition of its annual compilation, *The Condition of Education*, the National Center for Education Statistics estimates that total college enrollment will reach its peak next fall at 11,690,000, then drop toward a projected total of 11,048,000 in the fall of 1988.

The center's projection is based on the assumption that present enrollment trends will continue through the 80's. Those trends include growing enrollment rates among older students, women, and part-

time students. The increases will not, however, be large enough to offset the sharp drop in the number of people in the traditional college-age group, 18 to 22, the agency says.

The institutions most dependent on full-time students in that age group have been the private, liberal-arts colleges with enrollments under 1,000.

Closings in 60's and 70's

During the 1960's, a time of rapid growth for higher education generally, 77 institutions closed. About half of them were small, private, two-year colleges that were unable to survive growing competition from public, two-year community colleges.

In the 1970's, the number of college clos-

ings almost doubled, to 144. Nearly half of the institutions that succumbed in that decade were small, private, four-year liberal-arts colleges.

The N.C.E.S. projections indicate that enrollment in private, four-year colleges will drop from 2,328,000 in 1981 to 2,137,000 in 1988. If that decline of 191,000 students is concentrated in the smaller colleges, the agency says, "the decade of the 1980's may see as many as 200 such institutions close their doors."

Fewer students will mean fewer faculty members in the 1980's, the report says.

Estimates based on enrollment and recent student-faculty ratios indicate the number of faculty members has already dropped, from 812,000 in 1977 to 809,000 in

Continued on Page 8, Column 2

Gifts to Higher Education Surpass \$3.2-Billion

Foundation, corporation funds up substantially, but effects of increase are blunted by inflation

NEW YORK

Gifts to colleges and universities set new records last year—but there were signs of concern and confusion about the impact of high inflation rates.

In announcing the results of its annual survey of voluntary support of higher education, the Council for Financial Aid to Education emphasized the positive last week:

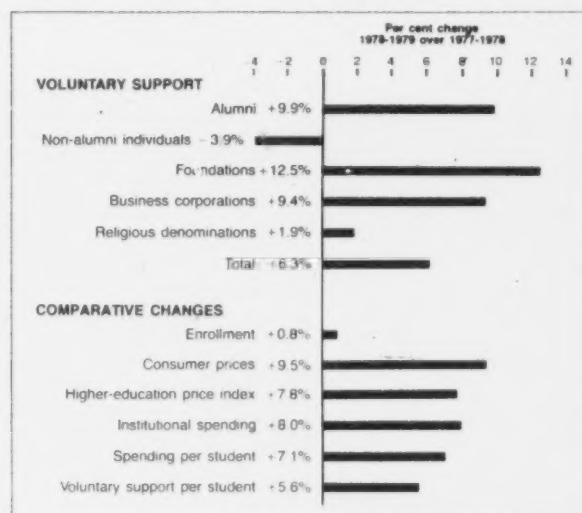
► Total estimated giving to higher education in fiscal 1979 reached a new high of \$3.23-billion, up 6.3 per cent from the previous year.

► Gifts from alumni rose 9.9 per cent to \$785-million.

► Grants from foundations rose 12.5 per cent, to \$701-million, accounting for nearly 22 per cent of total voluntary support.

► A larger-than-ever share of support came from corporations.

Continued on Page 9, Column 1



CHRONICLE CHART BY PETER H. STAFFORD
SOURCE: COUNCIL FOR FINANCIAL AID TO EDUCATION

Giving to higher education in 1978-79 failed to grow as fast as institutional spending.

TV Used Widely for Courses, Study Finds

SAN DIEGO

More than 60 per cent of the country's colleges and universities are using television courses for credit in their regular curricula or for credit and non-credit programs in their continuing-education divisions, according to a recent study.

The study also found that between 70 and 80 per cent of the public-television stations broadcast credit and non-credit post high-school courses.

Some, such as "Behavior in the Classroom" and "Assessing Chronic Dysentery," are developed specifically for television by colleges to help professionals meet requirements for continuing education.

Others, such as "American Government" or "Psychology I," are developed so students may meet undergraduate "core" requirements.

Specialized Courses

Still others are developed from public-television series created for the general audience, such as "The Ascent of Man" and "The Shakespeare Plays." Television courses are also available for specialized audiences, such as people who are preparing for high-school-equivalency examinations.

The study was conducted by the Station-College Executive Project in Adult Learn-

ing, a cooperative venture of the University of California at San Diego, Coastline Community College, KPBS-TV in San Diego, and KUON-TV in Lincoln, Neb. The two-year research project, based in part on interviews with officials of television stations, two-year and four-year colleges, universities, and educational publishing houses, was financed by the Corporation for Public Broadcasting.

Among other findings of the project:

► Courses developed for television by colleges can cost less than \$100,000 or as much as \$1-million—or more—for a series of 30 half-hour programs. Courses devel-

Continued on Page 8, Column 1

Giving

Continued from Page 1

Their \$556-million in gifts amounted to 17.2 per cent of the voluntary support from all sources.

On the other side of the ledger, the council's report revealed these negative conclusions:

► The 6.3-per-cent increase in total voluntary support for higher education represented a significant slowdown from the 12.1-per-cent average growth rate in the previous three years. The increase in fiscal 1978 was 13.3 per cent.

► After making allowances for a slight enrollment increase and a 9.5-per-cent inflation rate, the purchasing power per student of voluntary support for higher education in fiscal 1979 declined by 3.5 per cent.

► Non-alumni gave 3.9 per cent less to colleges and universities than they donated the year before.

► Private institutions, which are more dependent on voluntary support than public institutions are, gained only 4.9 per cent in fiscal 1979, compared with a 9.9-per-cent gain for public colleges and universities.

► In private higher education, most of the increased support went to professional and specialized schools and to major universities, leaving private coeducational colleges with 1.4 per cent less than they received the year before.

Compared with the previous year's figures, voluntary support for professional and specialized schools was up 15.3 per cent; for major private universities, up 8.4 per cent; for private women's colleges, up 7.3 per cent; for private men's colleges, down 11.8 per cent.

Gifts Compared with Profits

The Council for Financial Aid to Education, in announcing its estimates and survey data, emphasized the growth of corporate giving.

The Top 20

NEW YORK

Following are the 20 institutions reporting the highest amounts of voluntary support—from individuals, corporations, foundations, and other sources—in 1978-79, according to the Council for Financial Aid to Education:

1. Harvard U.	\$70,004,066
2. U. of California system	68,087,397
3. Stanford U.	64,515,397
4. Yale U.	57,376,771
5. U. of Texas system	53,047,991
6. Cornell U.	38,400,540
7. U. of Southern Cal.	37,956,779
8. U. of Minnesota	37,846,914
9. Columbia U.	37,691,780
10. U. of Michigan	37,593,820
11. Mass. Inst. of Tech.	37,271,829
12. Dartmouth College	36,868,552
13. U. of Pennsylvania	35,742,177
14. Case W. Reserve U.	33,231,737
15. Duke U.	30,814,064
16. U. of Chicago	30,262,119
17. U. of Wis., Madison	29,253,492
18. Johns Hopkins U.	28,442,739
19. Northwestern U.	24,669,474
20. New York U.	24,544,976

"This may be a signal of growing corporate commitment to the future financial health of higher education," it said.

In the full report of the survey, however, the 9.4-per-cent increase in corporate giving was contrasted with a 15.1-per-cent increase in corporations' net before-tax profits in fiscal 1979.

In the same period, foundations came closer than corporations to passing along to higher education the benefits of increased income. The report said the 12.5-per-cent increase in foundation support of higher education compared with a 15.4-per-cent

increase in their income from dividends and interest.

Giving by individuals increased by 3.4 per cent, compared with a nationwide increase of 12 per cent in personal income, the report said.

The lag in support for higher education in comparison with rising income of corporations, foundations, and individuals cannot be taken as a trend on the basis of one year's experience, the council's report said, but it added:

"This may indicate that one of the impacts of inflation might be that donors are unwilling to increase their contributions in proportion to the increases in their incomes."

Gifts Equal 6 Pct. of Spending

Voluntary support has not been paying as large a share of college costs in recent years as once did. In fiscal 1978 and 1979, voluntary support provided about 6 per cent of college and university budgets—down from 6.9 per cent in fiscal 1971 and 9.5 per cent in fiscal 1966.

The report noted that from fiscal 1950 through fiscal 1966, voluntary support grew at the same yearly rate as institutional spending—11.9 per cent. Over the next five years, institutional spending rose at a rate of 12.3 per cent, but the average growth rate of voluntary support dropped to 5.3 per cent.

In the early 1970's, while college spending grew at an average rate of 9.5 per cent, voluntary support grew only 3.8 per cent.

In the most recent period, fiscal 1975 through fiscal 1979, such support grew at a faster rate than institutional spending: an average of 8.6 per cent for spending and 10.6 per cent for giving.

The council commented that colleges and universities could not raise and lower their budgets according to changes in support.

"Voluntary support," the report said, "responds primarily to trends in economic activity; institutional expenditures are determined by enrollment patterns, real costs per student,

and pressures from inflation on the components of institutional budgets."

The American economy's current slide into recession hasn't worried George A. Brakeley, Jr., chairman of Brakeley, John Price Jones, a fundraising organization in New York.

"One of every 400 Americans is a millionaire," and their number is growing at a rate of about 15 per cent a year, Mr. Brakeley told college fund-raisers this spring.

Since 1933, philanthropic giving has grown steadily, he said. During the 1973-75 recession, he added, the increase was 8 per cent.

In the 1980's, Mr. Brakeley expects philanthropic giving to double, at least, with the help of additional tax incentives and a vigorously growing economy.

"I estimate that philanthropic appeals are currently tapping about 25 per cent of the available wealth in the nation," he said.

Higher education's need to tap the available wealth will increase, the Council for Financial Aid to Education report said.

"Inflation will exert strong upward pressures on institutional budgets in

How Alumni Responded to Annual Fund Drives

	1977-78		1978-79	
	Per cent who gave	Average gift	Per cent who gave	Average gift
Private four-year institutions	22.4%	\$ 94.12	22.3%	\$105.01
Major private universities	21.9%	113.17	21.8%	126.13
Private men's colleges	34.8%	102.08	33.1%	121.93
Private women's colleges	32.2%	95.10	33.2%	109.72
Private coeducational colleges	21.5%	75.94	21.6%	83.76
Professional and specialized schools	16.4%	75.44	16.2%	84.64
Four-year public institutions	12.4%	60.64	12.9%	80.19
Two-year institutions	11.4%	53.94	10.1%	61.72
Total	17.6%	82.96	17.9%	96.60

SOURCE: COUNCIL FOR FINANCIAL AID TO EDUCATION

a period of stable or even declining enrollment," the report said. "Public support, particularly at the federal level, is expected to grow more sluggishly than in the recent past."

"The private sector will have to fill the gap between expanding needs and tighter sources of funds if the vitality of the higher-education system is to be preserved."

The council's estimates of voluntary support received by all colleges and universities in the country were based on data from 882 four-year colleges and universities and 90 two-year colleges.

The report also includes separate data from 368 private secondary schools, whose voluntary support in fiscal 1979 was up 8.6 per cent over the previous year.

The annual survey is sponsored by the C.F.A.E., the Council for Advancement and Support of Education, and the National Association of Independent Schools.

Copies of the report, *Voluntary Support of Education 1978-79*, are available for \$12 each from the Council for Financial Aid to Education, 680 Fifth Ave., New York 10019.

—JACK MAGARRELL

FACT-FILE

Voluntary Support for Colleges and Universities in 1978-79

	Major private universities (73)	Private men's colleges (6)	Private women's colleges (73)	Private coeducational colleges (449)	Professional and specialized schools (87)	Public institutions (214)	2-year colleges (90)	Total (972)
Volume of support								
Grand total of support	\$1,001,888,351 (100.0%)	\$20,229,520 (100.0%)	\$80,856,100 (100.0%)	\$624,425,047 (100.0%)	\$95,266,584 (100.0%)	\$715,156,367 (100.0%)	\$15,173,311 (100.0%)	\$2,555,995,280 (100.0%)
Current operations	562,114,985 (56.1%)	5,180,079 (25.6%)	40,046,488 (49.5%)	327,695,550 (52.5%)	51,387,154 (53.9%)	514,306,958 (71.9%)	11,967,605 (65.9%)	1,512,698,819 (59.2%)
Capital purposes	439,773,366 (43.9%)	15,049,441 (74.4%)	40,809,612 (50.5%)	296,729,497 (47.5%)	43,879,430 (46.1%)	200,849,409 (28.1%)	6,205,706 (34.1%)	1,043,296,461 (40.8%)
Sources of support								
Business corporations	\$153,088,808 (15.3%)	\$1,397,183 (6.8%)	\$7,509,724 (9.3%)	\$86,788,154 (13.9%)	\$12,004,889 (12.6%)	\$175,374,901 (24.5%)	\$2,514,089 (13.8%)	\$438,677,748 (17.2%)
Religious denominations	26,171,588 (2.5%)	2,107,981 (10.4%)	4,583,174 (5.7%)	80,985,201 (13.0%)	10,687,497 (11.2%)	281,512 (—)	2,344,474 (12.9%)	127,161,427 (5.0%)
Alumni	288,502,670 (28.8%)	4,501,914 (22.3%)	35,587,146 (44.0%)	141,467,230 (22.7%)	12,058,262 (12.7%)	136,456,879 (19.1%)	1,773,329 (9.8%)	620,347,430 (24.3%)
Non-alumni individuals	226,379,804 (22.6%)	8,933,090 (44.2%)	16,257,238 (20.1%)	178,405,009 (28.6%)	29,945,008 (31.4%)	113,756,444 (15.9%)	8,472,474 (46.6%)	582,149,067 (22.8%)
Foundations	244,038,334 (24.4%)	2,257,586 (11.2%)	14,546,870 (18.0%)	112,968,740 (18.0%)	27,129,219 (28.5%)	150,798,704 (21.1%)	2,065,589 (11.4%)	553,803,042 (21.7%)
Other sources	63,707,147 (6.4%)	1,031,766 (5.1%)	2,311,948 (2.9%)	23,812,713 (3.8%)	3,441,709 (3.6%)	138,487,927 (19.4%)	1,003,356 (5.5%)	233,856,566 (9.0%)
Support through the annual fund								
Total number of alumni of record	4,362,017	60,648	599,586	4,267,577	371,655	9,370,303	328,046	19,359,832
Number of alumni solicited, annual fund	3,657,059	49,579	540,073	3,673,449	326,753	6,979,650	197,397	15,423,960
Number of alumni donors to annual fund	797,797	16,407	179,456	794,419	52,978	902,156	19,914	2,763,127
Dollar value of alumni gifts to annual fund	\$100,622,365	\$2,000,549	\$19,689,379	\$ 66,541,637	\$ 4,484,011	\$72,346,931	\$1,229,164	\$266,914,036
Dollar value of non-alumni parents' gifts to annual fund	4,192,319	173,292	3,355,477	7,001,895	365,712	569,797	157,255	15,815,747
Dollar value of total gifts to annual fund	152,450,904	3,706,005	33,492,927	178,831,377	13,481,548	132,370,578	3,828,100	518,161,439
Total non-alumni parent support								
Number of non-alumni parent donors for all purposes	32,116	1,401	14,304	71,654	4,713	24,920	1,995	151,104
Contributions by non-alumni parents for all purposes	\$7,146,182	\$232,526	\$4,899,395	\$16,026,606	\$396,947	\$1,211,063	\$219,737	\$30,132,456
Corporations' matching gifts								
Support from corporation matching-gift programs	\$11,294,945	\$217,903	\$1,612,454	\$8,984,715	\$718,072	\$4,149,669	\$150,829	\$27,128,587
Total number of gifts matched	64,168	1,451	10,193	55,020	4,847	36,813	1,112	173,613

SOURCE: COUNCIL FOR FINANCIAL AID TO EDUCATION

FACT-FILE

Grants of 50 Leading Foundations

After paying out \$703-million in 1979, assets exceed \$13-billion

1979 Rank	Foundation	1978 grant payments	1979 grant payments	Assets at year-end (market value)
1.	Ford Foundation	\$132,311,000	\$109,633,000	\$2,300,000,000
2.	Andrew W. Mellon Foundation	42,681,000	50,736,000	827,000,000
3.	Rockefeller Foundation	42,535,000	44,043,000	805,572,000
4.	W. K. Kellogg Foundation	41,656,000	43,679,000	792,274,000
5.	Pew Memorial Trust	35,891,000	41,467,000	690,220,000
6.	Robert Wood Johnson Foundation	44,776,000	39,500,000	877,608,000
7.	Rockefeller Brothers Fund	19,811,000	32,542,000	160,654,000 ¹
8.	Charles Stewart Mott Foundation	28,453,000	28,938,000	107,184,000
9.	Kresge Foundation	25,269,000	27,910,000	608,575,000
10.	Duke Endowment	28,426,000	27,284,000	363,590,000
11.	Lilly Endowment	21,041,000	20,704,000	812,877,000
12.	Carnegie Corporation of New York	13,096,000	13,857,000	295,412,000
13.	Houston Endowment	12,398,000	13,658,000	263,000,000 ¹
14.	Alfred P. Sloan Foundation	13,437,000	13,141,000	252,000,000
15.	Richard King Mellon Foundation	9,400,000	12,909,000	274,474,000
16.	Edna McConnell Clark Foundation	10,650,000	11,396,000	199,000,000
17.	James Irvine Foundation	7,389,000	9,358,000	208,451,000
18.	Henry J. Kaiser Family Foundation	6,465,000	8,968,000	185,110,000
19.	Vincent Astor Foundation	6,081,000	8,505,000	54,201,000
20.	Bush Foundation	8,523,000	8,303,000	217,830,000
21.	Amon G. Carter Foundation	6,223,000	8,219,000	102,249,000
22.	Moody Foundation	2,906,000	8,205,000	210,000,000 ¹
23.	Commonwealth Fund	6,885,000	7,605,000	129,096,000
24.	Robert A. Welch Foundation	6,881,000	7,333,000	123,210,000
25.	Surdna Foundation	7,189,000	7,212,000	116,357,000
26.	Northwest Area Foundation	5,051,000	6,870,000	114,339,000
27.	William Penn Foundation	6,018,000	6,847,000	101,922,000
28.	Frank E. Gannett Newspaper Foundation	5,069,000	6,317,000	201,000,000
29.	William R. Kenan, Jr. Charitable Trust	4,504,000	5,637,000	100,843,000
30.	Charles F. Kettering Foundation	5,445,000	5,509,000	74,519,000
31.	John A. Hartford Foundation	4,195,000	5,309,000	118,561,000
32.	Z. Smith Reynolds Foundation	4,834,000	5,096,000	83,746,000 ²
33.	John Simon Guggenheim Memorial Foundation	5,000,000	5,081,000	85,769,000
34.	Sarah Scaife Foundation	5,606,000	4,775,000	97,973,000
35.	George Gund Foundation	4,340,000	4,643,000	80,000,000 ¹
36.	Claude Worthington Benedum Foundation	4,240,000	4,240,000 ³	74,000,000 ³
37.	Howard Heinz Endowment	3,260,000	4,116,000	77,969,000
38.	Callaway Foundation	4,846,000	3,934,000	82,012,000
39.	Charles A. Dana Foundation	5,883,000	3,682,000	96,211,000
40.	Henry Luce Foundation	2,935,000	3,447,000	78,455,000
41.	El Pomar Foundation	3,271,000	3,412,000	72,000,000
42.	Charles Hayden Foundation	3,267,000	3,061,000	71,760,000
43.	Smith Richardson Foundation	2,829,000	2,746,000	73,399,000
44.	Mary Flagler Cary Charitable Trust	3,230,000	2,497,000	65,432,000
45.	William T. Grant Foundation	1,678,000	2,445,000	61,000,000
46.	Research Corporation	2,527,000	2,340,000	44,732,000
47.	Tinker Foundation	1,634,000 ⁴	1,817,000 ⁴	28,794,000
48.	John & Mary R. Markle Foundation	2,217,000	1,529,000	47,574,000
49.	Danforth Foundation	1,533,000	1,269,000	68,135,000
50.	Elliot White Springs Foundation	1,101,000	1,201,000	18,864,000
Totals		\$674,886,000	\$703,085,000	\$13,195,953,000

¹ Estimate² Includes assets and excise taxes of two trusts³ 1978 figures⁴ Grants and fellowships

SOURCE: AMERICAN ASSOCIATION OF FUND-RAISING COUNSEL

1979's Largest Gifts to Colleges

NEW YORK
Individual gifts to colleges and universities in 1979 were topped by the \$100-million given to Emory University by Robert W. Woodruff, retired president of the Coca-Cola Company. Other large individual gifts, as reported in the annual report of the American Association of Fund-Raising Counsel, include:

UNIVERSITY OF ARKANSAS: \$3-million from Marie Wilson Howells; \$3-million from Gulf Oil Corporation.

ATLANTA UNIVERSITY CENTER: \$2-million from Ford Foundation.

BYRN MAWR COLLEGE: \$8-million (over four years) from Pew Memorial Trust.

CALIFORNIA LUTHERAN COLLEGE: \$1.75-million from Mr. and Mrs. Clifford Pearson.

CAPITAL UNIVERSITY: \$2-million from Grange Mutual Casualty Company of Columbus.

CASE WESTERN RESERVE UNIVERSITY: \$7-million from John McCalla Harris.

CLAREMONT MEN'S COLLEGE: \$2-million from Mr. and Mrs. James Dengler.

COLORADO COLLEGE: \$1.5-million from El Pomar Foundation.

COLORADO SCHOOL OF MINES: \$5.28-million from W. M. Keck Foundation.

COLUMBIA UNIVERSITY: \$2-million from Sherman Fairchild Foundation; \$2-million from Jerome Green; \$2-million from Ira D. Wallach.

CORNELL UNIVERSITY: \$1.75-million from J. N. Pew, Jr., Charitable Trust.

UNIVERSITY OF DENVER: \$4-million from Boettcher Foundation; \$1.5-million from an anonymous donor.

DUKE UNIVERSITY: \$1.5-million from Kresge Foundation.

HARVARD UNIVERSITY: \$11.5-million from Aga Khan.

LOMA LINDA UNIVERSITY: \$3.8 million from Del E. Webb Foundation.

LOYOLA MARYMOUNT UNIVERSITY: \$2.1-million from an anonymous donor.

MEDICAL COLLEGE OF OHIO: \$3-million from Charles A. Dana Foundation.

UNIVERSITY OF MIAMI: \$2.1-million from Elsa W. Stubblefield.

NORTHWESTERN UNIVERSITY: \$10-million from John L. and Helen Kellogg Foundation; \$10-million from Chicago Community Trust.

UNIVERSITY OF NOTRE DAME: \$10-million from John L. and Helen Kellogg Foundation; \$7-million from Frank J. Pasquerilla; \$4-million from Henry J. Knott, Sr.

PRINCETON UNIVERSITY: \$2-million from Stanley J. Seeger.

RENSSELAER POLYTECHNIC INSTITUTE: \$3.4-million from Alan M. Voorhees.

UNIVERSITY OF RICHMOND: \$2.5-million from Ethyl Corporation.

UNIVERSITY OF SOUTHERN CALIFORNIA: \$2-million from James Irvine Foundation.

SPELMAN COLLEGE: \$4.2-million from Rockefeller Brothers Fund.

SWARTHMORE COLLEGE: \$2.5-million from Eugene M. Lang.

TEMPLE UNIVERSITY: \$6-million from Pew Memorial Trust.

TUFTS UNIVERSITY: \$2-million from Mabel Pew Myrin Trust.

WASHINGTON UNIVERSITY: \$2-million from Bullitt Foundation; \$1.8-million from McDonnell Douglas Corporation.

WEBSTER COLLEGE: \$2-million from an anonymous donor.

WELLESLEY COLLEGE: \$2.5-million from Robert S. Stone.

NOTE

ONLY THE FOLLOWING PAGES OF THIS PUBLICATION

HAVE BEEN FILMED

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